



JOURNAL LA BISECOMAN

VOL. 01, ISSUE 03 (020-025), 2020
DOI: 10.37899/journallabisecoman.v1i3.140

The Influence of Targeting Strategies on Purchasing Decisions at Maros Homemade Eating Stalls

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Article Info

Article history:

Received 9 September 2020

Received in revised form 15 September 2020

Accepted 18 September 2020

Keywords:

Targeting Strategy
Purchasing Decisions
Homemade Eating

Abstract

The research aims to find out influence of targeting strategies on purchasing decisions at Maros Homemade food stalls in Maros Regency. This type of research is descriptive-quantitative research with data analysis techniques using exact science using observation, questionnaires, and documentation with data analysis techniques using multiple linear regression analysis. The results showed that: Partially targeting has a significant effect on purchasing decisions, with t count = 6.954 > t table = 2.009 and a significance value of 0.000. This targeting strategy can be done by increasing the right marketing strategy and selecting targets in accordance with the target at the food stalls so that consumers are interested in making purchasing decisions.

Introduction

In life, each person needs food as the main role in his basic needs for his survival. Humans in ancient times to fulfill their daily needs must be able to hunt and gather, in contrast to nowadays which are increasingly developing, humans have started to use farming and livestock systems. In this day and age humans have made it easier to meet their needs, in addition there are many foods that are more practical or ready to eat so that they can be tasted directly or easily, namely visiting restaurants or food stalls where usually many people visit for practical purposes in meeting their needs first. in busy people at work. As for the definition of a restaurant according to Tourism, Ministerial Decree, Post and Communication No.KN.73/PVVI05/MPPT-85 concerning Restaurant business regulations, in this regulation what is meant by Food Service entrepreneurs is: A business that provides services commercially managed food and beverage. Meanwhile, according to the Minister of Health Regulation No.304/Menkes/Per/89 regarding the requirements of a restaurant, what is meant by a restaurant is a type of food service business that is located in part or all of a permanent building equipped with equipment and equipment for the process of making, storing and selling food and beverages to the public in a place.

In general, a restaurant is a place where people can go to find various kinds of food and drinks. Restaurants that usually also present their own uniqueness as an attraction, both through menu dishes, physical appearance of buildings and entertainment. There are various types of restaurants, namely those called formal restaurants, informal restaurants and specialty restaurants. At Maros Homemade Restaurant, this is an informal restaurant. Currently Homemade stalls in Maros have mushroomed among adolescents and young people even among children, such as on tours in the city of Maros, namely PTB (beach without waves) for teenagers who show their non-hanging habits at food stalls, especially food stalls. which

provides products in the form of meatball noodles, rica meatballs, fried rice, grilled meatballs and various other kinds.

Each company will try to attract and increase consumers and will also maintain the existence of the company that is running it. Unhealthy competition (imperfect market) will occur if a company has the same products or in the same business sector, so that the entrepreneur must do strategic planning in anticipating the competition that occurs in the company (Branco & Rodrigues, 2006; Besley & Ghatak, 2007). Marketing strategy is created to find and create an ideal condition for marketing. Segmenting, Targeting and Positioning are the company's perspective in influencing purchasing decisions (Rex & Baumann, 2007; Hooley et al., 2008; Aarikka-Stenroos & Jaakkola, 2012).

In this study, researchers only focused on the target market. When viewed from the buyer's point of view it is intended to benefit them. Therefore, there must be a match between the company's marketing activity program and what consumers perceive as their expectations. The new marketing strategy will be successful and can run smoothly if the products marketed are in accordance with the modern marketing strategy concept which states that the satisfaction of needs is an economic and social condition for the company's survival (Sundbo, 2003; Ross et al., 2006; Kapferer & Bastien, 2012). If the two things above can be carried out in reality, it is likely to be able to influence consumer purchasing decisions in the end, it is expected to be able to increase company sales and gain loyalty from consumers.

Opening a Homemade is a promising endeavor in addition to the many stalls that are currently booming in the community. This shop itself is now an alternative to ready-to-eat food that is affordable and has become a reference for the community. In the midst of the rampant opening of food stalls in Maros, Homemade food stalls can still maintain their existence to attract many consumers to come to visit and consume their products of course this is supported by the application of Targeting. However, the application has not been maximized, so that it makes researchers want to know more about the application of Targeting which is currently being carried out by Homemade in developing its business to make handicrafts regional superior food products and driving the economy in Maros Regency. Based on the background described above, the researcher decided on the title taken, namely the Influence of Targeting Strategies on Purchasing Decisions at Maros Homemade Eating Stalls in Maros Regency.

Methods

Descriptive-quantitative is the type of research used in this study where the data obtained from a sample of the study population is analyzed according to the statistical method used and then interpreted. This research is data that is obtained in the form of numbers and can also be obtained by using a research questionnaire which will be distributed to consumers and carried out in calculating questionnaires related to research variables. The descriptive approach used in this study aims to describe the object of research or research results.

Results and Discussion

An explanation of the existence of customers who make purchases at Maros Homemade food stalls, which is needed as information to find out the identity of the respondents in this study is called the characteristics of the respondent. In this study, the characteristics of the respondents were used to determine the diversity of respondents based on gender, age, education level and occupation. This is expected to provide a fairly clear picture of the condition of the respondent and its relation to the problem and the research objectives. The characteristics of these respondents can be described as follows:

Table 1. Characteristics of Respondents Based on Gender

Gender	Quantity	Percentage
Female	21	42%
Male	29	58%
Total	50	100%

Respondents based on the gender category in table 1 it can be concluded that female respondents were 21 people with a percentage of 42% while male respondents were 29 people with a percentage of 58%. The reason is because men are more dominant in buying food at restaurants than women. Because women are more concerned with their diet or more likely to eat their own food so that consumers who buy or consume at homemade Maros food stalls are mostly men. The ratio between men and women who consume the dishes in Maros Homemade food stalls is only a thin ratio.

Consumers who come to visit the homemade Maros restaurant vary from children, teenagers to even the elderly, therefore the respondents in this study may vary in terms of age / age. Characteristics of respondents according to age can be presented in table below:

Table 2. Characteristics of Respondents by Age

No	Age Level	Quantity	Percentage
1	≤ 20 years old	14	28%
2	21 – 40 years old	27	54%
3	≥ 40 years old	9	18%
Total		50	100%

Based on the picture above, it is concluded that the respondents whose age is less than 20 years are 14 people with a percentage of 28%. Respondents aged 21-40 years were 27 people with a percentage of 54%. Then at the age above 40 years the results of this study were 9 people with a percentage of 18%. In this study, the age of the respondents who consumed the most food at homemade Maros food stalls were respondents aged 21-40 years, as many as 27 people with a percentage of 54%. This happens because most consumers at homemade Maros restaurants are adults or teenagers who have regular income and students who are looking for food because this homemade Maros restaurant is fairly cheap and easily affordable.

Someone who has undergone education is certainly not the same between one individual and another so that there are differences in their mindset, with different thoughts in everyone, it will certainly affect one's behavior in making purchasing decisions on a product. The categories of respondents based on education can be presented in the table as follows:

Table 3. Characteristics of Respondents Based on Education Level

No	Education	Quantity	Percentage
1	SD - SMP/MTS	-	0%
2	SMA /SMK / MA	20	40%
3	D3 – S1/S2/S3	27	54%
4	Others	3	6 %

Total	50	100%
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In the table above, it can be explained that the characteristics of respondents at the educational level in this study, namely at the last education at the SD-SMP / MTs levels, the researcher did not get any respondents. Then at the SMA / SMK / MA education level there are 20 people or a percentage of 40%. Whereas at the education level, the highest number was in D3 - S1 / S2 / S3 education, namely there were 27 people or with a percentage of 54% while in other education there were 3 people or with a percentage of 6%. This can happen because most of the respondents who buy at homemade Maros restaurants are around the industry and are not far from schools and lectures and where there are PTB tours that are not far from the location of this homemade food stall so that most students or college students who visited these stalls. The location of this warung is not far from the Puskesmas where there are many students at the D3 to Strata 1. So it can be concluded that consumers consume the most food at Homemade Maros food stalls, namely at the student level.

Work is also an influence for someone in making a decision to buy a product. Work which is a human activity that can generate income. The various types of jobs that the respondents have will influence their purchasing decisions as well. The characteristics of respondents based on the type of work can be shown in the following table:

Table 4. Characteristics of Respondents by Profession

No	Profession	Quantity	Percentage
1	College Student	32	64%
2	Civil Servant	2	4%
3	Businessman	4	8%
4	BUMN Employee	2	4%
5	Others	10	20%
Total		50	100%

The categories in the characteristics of the respondent's job in the picture above can show that there are 32 respondents who work as students with a percentage of 64%, while the respondents who work for PNS (Civil Servants) are 2 people with a percentage of 4%, then they work as self-employed there are 4 people with a percentage of 8%, then respondents who work as BUMN (State-Owned Enterprises) employees, namely there are 2 people with a percentage of 4% and in other jobs there are 10 people with a percentage of 20%. Based on the characteristics of the respondents in this work research, most were found in Students / Students. This is because the location is the case study so that most of the respondents are students.

Multiple regression analysis is used to find out how the independent influence, namely the purchase decision (Y), on the dependent influence, namely the Targeting Strategy (X). The quantitative effect of a change in events (variable X) on other events (variable Y) in this study, multiple regression analysis acts as a statistical technique used to test whether there is an effect of the Targeting Strategy on purchasing decisions at Maros Homemade Restaurants. According to Sugiyono (2014), the analysis used is multiple linear regression as follows:

$$Y = \alpha + b_1 X_1 + e$$

Where:

Y = Purchase Decision

α = Constant

X₁ = Targeting

b1-b3 = Regression Coefficient
e = Standard Error

Based on data analysis using multiple linear regression calculations using the SPSS (Statistical for Product and Service Solution) program, the following results are obtained:

Table 5. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.926	5.113		1.746	.087
	Targeting (X)	.710	.102	.708	6.954	.000

Dependent Variable: Purchase Decision (Y)

Based on the data from the test results of multiple linear regression analysis in the table, the multiple regression equation is obtained as follows:

$$Y = 8.926 + 0.710 (X)$$

From the regression equation it can be interpreted: (1) If the regression coefficient value of the purchase decision (Y) is 8.926, which means that if the value of the other variables is constant (constant), the purchase decision is 8.926 units. (2) If the Targeting Coefficient (X) is 0.710, it means that if the targeting (X) is expanding or increasing, the purchasing decision will also increase by 0.710 units.

Regression Analysis

Table 6. Regression Relationship Analysis

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.708	.502	.492	3.2458
dimension0	a			0

Based on table, the correlation coefficient (R) column is found to be 0.708, which is in the interval between 0.600 - 0.799. Then these results can be interpreted that the relationship of the independent variable (Purchase Decision) to the dependent variable, namely (Targeting Strategy) has a strong level of relationship.

Coefficient of Determination (R²)

The coefficient of determination or R² (Adjust R Square) analysis can be used to see how much the contribution of the influence of Variable X to Variable Y in the study simultaneously uses the coefficient of determination (R²). In table 5.6 which is used to calculate the variable X against Y shows that the coefficient of determination (Adjust R Square) is 49.2%. This percentage indicates that the independent variable simultaneously influences the dependent variable. Then the remaining 50.8% is influenced by variables not included in this study.

Targeting or target market is the process of evaluating and selecting one or several market segments that are considered most attractive to be served with a specific marketing program (Weinstein, 2004; Reutterer et al., 2006). This is what proves that the better the targeting strategy is done, the more it will increase consumer interest in making purchasing decisions at Maros Homemade Restaurants in Maros Regency. So this is one of the supporting factors in this study which states that there is a significant influence between the targeting strategy and the purchase decision.

Then, based on the correlation coefficient (R) column, it was found that the result was 0.708, which is in the interval between 0.600 - 0.799 and the coefficient of determination (R²) with a percentage of 49.2%. Then the results of this study can be interpreted that the relationship of the independent variable (purchase decision) to the purchase decision at the Maros Homemade restaurant. This shows that the better the targeting strategy arrangement applied to the food stalls will increase consumer purchasing decisions regarding the food chosen.

Conclusion

Targeting strategy has a significant influence on purchasing decisions at Maros Homemade food stalls in Maros Regency. This can be proven by looking at the results of the t value for this variable of 6.954 while the t-table value is 2.009, provided that the level of significance is <0.05 and t count> t table, then Ha is accepted and Ho is rejected. This means that t count (6.954) is greater than t table (2.009) with a significance level of 0.000 smaller than the 0.05 significance, then Ha is accepted, so the hypothesis states that Partially targeting has a significant effect on purchasing decisions.

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